## CONTRACT



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

www.todaystmj4.com

And:

GMMB 3050 K St. NW Suite 800 Washington, DC 20007

	Contract / Revision		Alt Order #			
	363207	/		06864418		
Product				•		
Barack Obama						
Contract Dates	Estimate #					
10/17/12 - 10/22/12	2089					
Advertiser			Ori	iginal Date	/ Revision	
Obama for America			1	0/16/12	/ 10/17/12	
	Billing Cycle	Billing	illing Calendar roadcast		Cash/Trade	
	EOM/EOC	Broado			Cash	
	Station	Account Executive		xecutive	Sales Office	
	WTMJ	Anjane	njanette Brady		Petry-Philadelph	
	Special Hand	ling				
	Demographic					
	Households					
	IDB#	Advert 95	ser	Code	Product Code 101	
	Agency Ref			Advertiser	Ref_	

Spots/

*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
N       1       WTMJ 10/17/12       10/19/12       Live at Daybreak-Early         Start Date       End Date       Weekdays       Spots/Week         Week:       10/15/12       10/21/12       WTF       1	5a-6a <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N         2         WTMJ         10/22/12         10/22/12         Live at Daybreak-Early           Start Date         End Date         Weekdays         Spots/Week           Week:         10/22/12         10/28/12         M         1	5a-6a <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 3 WTMJ 10/17/12 10/19/12 Live at Daybreak  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 - WTF- 1	6a-7a <u>Rate</u> \$650.00	:30	NM	1	\$650.00
N         4         WTMJ 10/22/12         10/22/12         Live at Daybreak           Start Date         End Date         Weekdays         Spots/Week           Week:         10/22/12         10/28/12         M         1	6a-7a <u>Rate</u> \$650.00	:30	NM	1	\$650.00
N         5         WTMJ 10/17/12         10/19/12         Today Show M-F           Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12         WTF         6	7a-9a <u>Rate</u> \$600.00	:30	NM	4	\$2,400.00
Spot Ch Date Range Description  1 WTMJ 10/15/12-10/21/12 Today Show M-F Credited	Start/End Time 7a-9a	Weekdays         Length         Rate          WThF         :30         \$600.00	<u>Type</u> <i>NM</i>		
4 WTMJ 10/15/12-10/21/12 Today Show M-F Credited	7a-9a	WThF :30 \$600.00	NM		
N         6         WTMJ 10/22/12         10/22/12         Today Show M-F           Start Date         End Date         Weekdays         Spots/Week           Week:         10/22/12         10/28/12         M         2	7a-9a <u>Rate</u> \$600.00	:30	NM	2	\$1,200.00
N         7         WTMJ         10/21/12         10/21/12         Today Show Sunday           Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12        S         1	7a-8a <u>Rate</u> \$400.00	:30	NM	1	\$400.00
N         8         WTMJ         10/21/12         10/21/12         Meet the Press           Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12        S         1	9am-10am <u>Rate</u> \$750.00	:30	NM	1	\$750.00
N         9         WTMJ 10/17/12         10/19/12         The Morning Blend           Week:         Start Date 10/15/12         End Date 10/21/12         Weekdays 2 - WTF WTF 3         Spots/Week	9a-10a <u>Rate</u> \$125.00	:30	NM	2	\$250.00
Spot Ch Date Range Description  1 WTMJ 10/15/12-10/21/12 The Morning Blend Credited	Start/End Time 9a-10a	Weekdays         Length         Rate          WThF         :30         \$125.00	<u>Type</u> <i>NM</i>		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

Contract Agreement Between: Print Date 10/19/12 Page 2 of 3



## **Journal Broadcast Group** 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

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Contract / Revision Alt Order # 363207 06864418 Contract Dates Product Estimate # 10/17/12 - 10/22/12 Barack Obama 2089

Advertiser Original Date / Revision / 10/17/12 10/16/12 Obama for America

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
N 10 WTMJ 10/22/12 10/22/12 The Morning Blend    Start Date   End Date   Weekdays   Spots/Week       1	9a-10a <u>Rate</u> \$125.00	:30	NM 1	\$125.00
N         11         WTMJ 10/17/12         10/19/12         Today Show II           Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12         - WTF         3           Spot         Ch         Date Range         Description	10a-11a <u>Rate</u> \$175.00 <u>Start/End Time</u>	:30  Weekdays Length Rate	NM 2 <u>Type</u>	\$350.00
1 WTMJ 10/15/12-10/21/12 Today Show II Credited	10a-11a	WThF :30 <del>\$175.00</del>	NM	<b>4.75.00</b>
N 12 WTMJ 10/22/12 10/22/12 Today Show II  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 M 1	10a-11a <u>Rate</u> \$175.00	:30	NM 1	\$175.00
N 13 WTMJ 10/17/12 10/19/12 Today Show III  Start Date   End Date   Weekdays   Spots/Week   10/15/12 10/21/12 - WTF 3	11a-12n <u>Rate</u> \$175.00	:30	NM 2	\$350.00
Spot Ch Date Range Description 2 WTMJ 10/15/12-10/21/12 Today Show III Credited	Start/End Time 11a-12n	Weekdays         Length         Rate          WThF         :30         \$175.00	Type NM	
N 14 WTMJ 10/22/12 10/22/12 Today Show III    Start Date   End Date   Weekdays   Spots/Week	11a-12n <u>Rate</u> \$175.00	:30	NM 1	\$175.00
N 15 WTMJ 10/17/12 10/19/12 Live at Noon  Start Date	12p-1230p <u>Rate</u> \$325.00	:30	NM 1	\$325.00
N 16 WTMJ 10/22/12 10/22/12 Live at Noon  Start Date   End Date   Weekdays   Spots/Week    Week: 10/22/12 10/28/12 M 1	12p-1230p <u>Rate</u> \$325.00	:30	NM 1	\$325.00
N 17 WTMJ 10/17/12 10/19/12 Live at 12:30  Start Date End Date Weekdays Spots/Week 10/15/12 10/21/12 - WTF 1	1230p-1p <u>Rate</u> \$325.00	:30	NM 1	\$325.00
N 18 WTMJ 10/22/12 10/22/12 Live at 12:30  Start Date   End Date   Weekdays   Spots/Week    Week: 10/22/12 10/28/12 M 1	1230p-1p <u>Rate</u> \$325.00	:30	NM 1	\$325.00
N       19       WTMJ 10/17/12       10/19/12       Days of Our Lives         Start Date       End Date       Weekdays       Spots/Week         Week:       10/15/12       10/21/12       WTF       3	1p-2p <u>Rate</u> \$250.00	:30	NM 2	\$500.00
Spot Ch Date Range Description  1 WTMJ 10/15/12-10/21/12 Days of Our Lives Credited	Start/End Time 1p-2p	Weekdays         Length         Rate          WThF         :30         \$250.00	Type NM	
N       20       WTMJ 10/22/12       10/22/12       Days of Our Lives         Start Date Week:       End Date 10/28/12       Weekdays M 2       Spots/Week	1p-2p <u>Rate</u> \$250.00	:30	NM 2	\$500.00
N         21         WTMJ 10/17/12         10/19/12         Access Hollywood Live-2pm           Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12         - WTF         3	Rate \$150.00	:30	NM 2	\$300.00
Spot Ch Date Range Description  1 WTMJ 10/15/12-10/21/12 Access Hollywood Live-2pr Credited	Start/End Time 2pm-3pm	Weekdays         Length         Rate          WThF         :30         \$150.00	Type NM	
N         22         WTMJ 10/22/12         10/22/12         Access Hollywood Live-2pm           Start Date         End Date         Weekdays         Spots/Week           Week:         10/22/12         10/28/12         M         2	2pm-3pm <u>Rate</u> \$150.00	:30	NM 2	\$300.00

Print Date 10/19/12 Page 3 of 3 Contract Agreement Between:

Obama for America



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	Contract / Revision 363207 /	Alt Order # 06864418
Contract Dates	Product	Estimate #
10/17/12 - 10/22/12	Barack Obama	2089
Advertiser		riginal Date / Revision
Ohama for America		10/16/12 / 10/17/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Type Spots Rate Amount Start Date **End Date** Weekdavs Spots/Week Rate N 23 WTMJ 10/17/12 10/19/12 Live at 3:00 News 3p-4p :30 NM \$175.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 - - WTF- -\$175.00 24 WTMJ 10/22/12 10/22/12 Live at 3:00 News 3p-4p :30 NM \$175.00 Spots/Week Start Date **End Date** Weekdays Rate Week: 10/22/12 10/28/12 \$175.00 1 N 25 WTMJ 10/17/12 10/19/12 :30 NM \$700.00 Live at 5 News 5p-530p 1 Start Date Spots/Week **End Date** Weekdays Rate Week: 10/15/12 - - WTF- -\$700.00 10/21/12 26 WTMJ 10/17/12 10/19/12 Access Hollywood 630p-7p :30 NM 2 \$1,000.00 Weekdays Spots/Week Start Date **End Date** Rate Week: 10/15/12 10/21/12 3 \$500.00 Start/End Time Spot Ch Date Range Description Weekdays Length Rate Туре ---WThF----3 WTMJ 10/15/12-10/21/12 Access Hollywood 630p-7p :30 \$500.00 NM Credited N 27 WTMJ 10/22/12 10/22/12 630p-7p :30 NM \$500.00 Access Hollywood 1 Spots/Week Start Date **End Date** Weekdays Rate Week: 10/22/12 \$500.00 10/28/12 Spot Ch Date Range Description Start/End Time Rate Weekdays Length Type M- - - - - -1 WTMJ 10/22/12-10/28/12 Access Hollywood NM 630p-7p :30 \$500.00 Credited 7-9pm N 28 WTMJ 10/22/12 10/22/12 The Voice :30 NM 2 \$6,500.00 Spots/Week Start Date **End Date** Weekdays Rate Week: 10/22/12 10/28/12 M- - - - -\$3,250.00 2 41 \$20,125.00 Totals

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/22/12	41	\$20,125.00	\$17,106.25
Totals	41	\$20,125.00	\$17,106.25

Signature:	Date:	